

Ideation Phase

Brainstorm & Idea Prioritization Template

Date	15 September 2022
Team ID	PNT2022TMID17788
Project Name	Smart Lender - Applicant Credibility Prediction for Loan Approval
Maximum Marks	4 Marks

Brainstorm & Idea Prioritization Template:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: <https://www.mural.co/templates/empathy-map-canvas>

Step-1: Team Gathering, Collaboration and Select the Problem Statement

The screenshot displays the Mural 'Brainstorm & Idea Prioritization' template interface, which is organized into three main vertical panels.

- Left Panel (Title: Brainstorm & idea prioritization):** This panel includes a lightbulb icon, the title, and a brief instruction: "Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room." It also features a timer set to 10 minutes to prepare and a note indicating that 2-4 people are recommended.
- Middle Panel (Section: Before you collaborate):** This panel provides preparatory steps for the session:
 - 1. Team gathering:** Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
 - 2. Set the goal:** Think about the problem you'll be focusing on solving in the brainstorming session.
 - 3. Learn how to use the Facilitation tools:** Use the Facilitation Superpowers to run a happy and productive session.A button labeled "Open outline" is located at the bottom of this section.
- Right Panel (Section: Define your problem statement):** This panel guides the user through defining the problem:
 - Define your problem statement:** What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.
 - A box labeled "PROBLEM" contains the text: "Applicant Credibility Prediction for Loan Approval".
 - Key rules of brainstorming:** To run an smooth and productive session, the following rules are listed:
 - Stay on topic.
 - Encourage wild ideas.
 - Clarify judgment.
 - Listen to others.
 - Go for volume.
 - If possible, be visual.

Step-2: Brainstorm, Idea Listing and Grouping

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

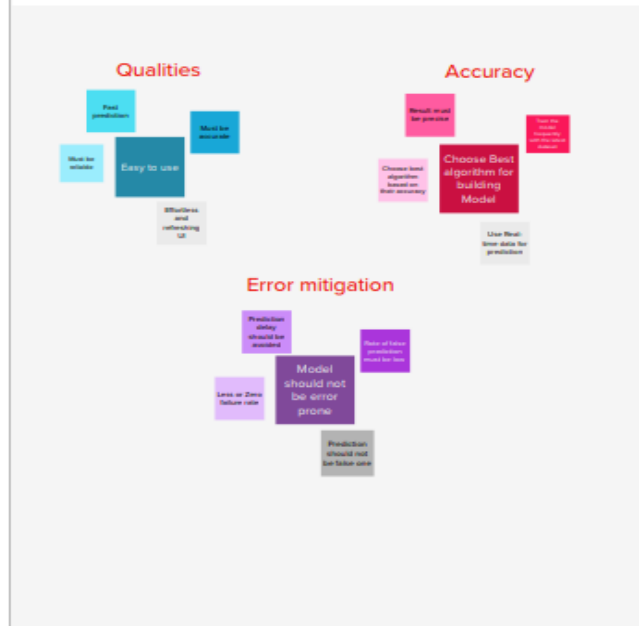


3

Group Ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes



Step-3: Idea Prioritization

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

20 minutes

